

ORDINANCE NO. 96-71

AN ORDINANCE DISCONTINUING
BUS ROUTE #15 SHOPPING LOOP

WHEREAS, The #15 Shopping Loop was initiated in August 1992, as an experimental midday downtown shuttle route with a special 50-cent fare; and

WHEREAS, The route was made permanent at the conclusion of its experimental period in September 1993; and

WHEREAS, Ridership has declined since the route was made permanent; and

WHEREAS, Other CTA bus routes provide service to the same area; and

WHEREAS, A public hearing was held and very few protested the discontinuation of the route; now, therefore:

BE IT ORDAINED BY CHICAGO TRANSIT BOARD
OF CHICAGO TRANSIT AUTHORITY:

SECTION 1. The Chairman is hereby authorized to discontinue bus route #15 Shopping Loop.

SECTION 2. These changes shall be implemented when the necessary operating arrangements and agreements have been completed.

SECTION 3. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

PASSED:


Chairman


Secretary

June 12, 1996

June 12, 1996

CHICAGO TRANSIT AUTHORITY

SERVICE DELIVERY
PLANNING
SERVICE PLANNING

#15 Shopping Loop Bus Service	SDP-x96022
Recommendation to Discontinue Route	06-10-96

ISSUE

The #15 Shopping Loop was initiated in August 1992, as an experimental midday downtown shuttle route, with a special 50-cent fare. The route was made permanent at the conclusion of its experimental period (September 30, 1993). Average cost recovery then was 51 percent, just below CTA's minimum standard of 52 percent. Ridership has declined since the route was made permanent. Average daily ridership for 1995 was 312. Through May of 1996, daily ridership averaged 339, with an estimated annual revenue of \$39,000 and a cost recovery of 28 percent. This is substantially below the minimum standard of 52 percent, or \$71,000 of the annual costs of the route of \$137,000. A fare increase would likely result in a further decline in ridership. Other CTA bus routes provide service between north Michigan Avenue and south State Street. Two of these routes are the #146 Marine/Michigan and the #11 Lincoln.

Both the Greater North Michigan Avenue Association and Greater State Street Council were offered an opportunity to subsidize the #15. Both indicated no interest. A formal public hearing was held on June 4, 1996. Very few people protested the route's discontinuance.

RECOMMEND SERVICE CHANGE:

It is recommended that the #15 Shopping Loop be discontinued. This recommendation is based on poor performance and its redundancy to other CTA services.

ACTION REQUIRED:

Board approval by ordinance is needed to discontinue this route.

SAVINGS:

Estimated annual variable cost savings for the service elimination are \$137,000.

IMPLEMENTATION:

If approved, this elimination would go into effect on July 1, 1996.

LLL/rir
#15.wp
06/10/96